The Packaging and Packaging Waste Directive is the opportunity for the European Commission to scale up reuse and ensure interoperable, accessible systems that allow for the use of packaging that is good for our health, the environment, and society at large.


www.getbackcampaign.eu

14.38 million tons of single-use beverage packaging were consumed

Beverage packaging by material type

<table>
<thead>
<tr>
<th>Material Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glass bottles</td>
<td>32%</td>
</tr>
<tr>
<td>Plastic bottles</td>
<td>33%</td>
</tr>
<tr>
<td>Aluminium cans</td>
<td>25%</td>
</tr>
<tr>
<td>Paper</td>
<td>0%</td>
</tr>
</tbody>
</table>

Take-away food and drinks

More than 17 billion units of take-away packaging for warm drinks consumed in one year.

Over 16 billion units of packaging for take-away food consumed in one year.

The market sectors most suitable to transition to reusable packaging are:

- **Beverages**
  - E-commerce & takeaway drinks
  - Take-away food and drinks

- **e-Commerce**
  - Single-use beverage

- **Take-away**
  - Door-to-door delivery
  - Take-away meals

The most suitable packaging to transition to reusable packaging are:

- **Beverages**
  - Glass bottles, plastic bottles, aluminium cans, paper, cardboard

- **e-Commerce**
  - Cardboard packages for e-commerce

- **Take-away**
  - Cardboard

The key takeaway is:

- **Single-use** beverages: 14.38 million tons
  - **Beverages, e-commerce & take-away drinks**: 60 million units
  - **Beverage, e-commerce & takeaway drinks**: 16 billion units

*All figures are for 2019 and covering EU28 (UK included at time of study)